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USDA FOODS at Summer Camps

U. S. DEPARTMENT OF AGRICULTURE • AGRICULTURAL MARKETING SERVICE

agricultural marketing

Volume 8, Number 7

ORVILLE L. FREEMAN
Secretary of Agriculture

S. R. SMITH, Administrator,
Agricultural Marketing Service

Contents July 1963

Fresh Fancy Quality Egg Program 3
Standard Cotton for International Sales 6
Mr. Market Quality—Wilbur T. Pentzer 7
Fifty Year Veteran in Marketing Research 7
New Product May Help Expand Wheat Markets 8
Controlling Commodity Flow from Pallet Boxes 10
Identifying Crop and Weed Seeds 12
AMS Considering Hookups to Market News Service 14
Cooling Rates of Vegetables Measured 14
Sedimentation and Protein Tests for Wheat Loans 14
Milestones in Marketing in USDA 15
Timelier Market News on Fruits and Vegetables 16

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Cover Page

School's over and many youngsters are looking forward to summer camp. Some of the foods available in the School Lunch program, shown here, may also be available to nonprofit summer camps. USDA's Agricultural Marketing Service is offering these camps a canned meat product this year. What's more, two additional protein-rich items—peanut butter and dried eggs-are being made available to such camps. These foods are being added to butter, cheese, dry milk, rolled wheat, flour and corn meal, lard, dry beans and rice, which were available previously. Further help in maintaining children's summertime health is again available to camps through the Special Milk Program. Under this plan, AMS encourages increased milk consumption by paying part of the cost of additional milk served to children.

Editor, MILTON HOFFMAN
Assistant Editor, JAMES A. HORTON

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STATUS OF THE

Fresh Fancy Quality Egg Program

This USDA egg program is not only here to stay, but is due for steady growth.

WHAT'S happened to USDA's Fresh Fancy Quality egg program?

Is it the production and marketing way of the future?

How do producers like it? How do marketmen like it? How do retailers like it? How do customers like it?

After some four years, another look at this revolutionary program is timely. And, judging from the comments of participants—from farmers to store people—the program is not only here to stay, but is due for steady growth.

The quality control program has proved successful in improving quality egg production and marketing. Because of this, it has won a firm place in today's modern egg industry. It has provided better assurance of continuous uniform high quality to the buyer. And it has helped many producers upgrade their packs. Retailers know they can depend on it. It offers consumers a consistently fine product.

The experience and testimony of a Midwest egg marketing co-operative manager are typical. Let's hear what Pete Sikkema, manager of egg marketing for the Michigan Farm Bureau, has to say:

"We started right in on the Fresh Fancy Quality Program when we opened up shop back in September 1959. We put all our producers' flocks on the program. It's working out very well, and we intend to stay on the program."

A key point in favor of the program is that it has proved one of the most effective selling points to chain stores.

Mr. Sikkema says the chains know that Fresh Fancy means top quality, always.

Equally vital, according to Mr. Sikkema, is that the program encourages producers to maintain high egg quality at the farm. The farmer can see at once that his net returns are increased. The periodic checks by experts using special equipment make sure that these high levels are maintained.

Mr. Sikkema is convinced that the Fresh Fancy Quality egg program will continue to grow—certainly as long as egg production remains a family farm enterprise. The program is easy to sell to the producer, since he sees his egg check grow as his eggs meet the higher grade standards, and his losses from under-grades go down.

An egg distributor in Washington, D. C., has high praise for the program. He says it is a big help in selling to retailers because it guarantees freshness. Large buyers like hotels, restaurants and military establishments like Fresh Fancy so much that they insist on it when they order eggs, he says. It has eliminated complaints about poor eggs from his customers, he explains. He has managed to gain a better margin of profit for himself under the program.

Another group of critical buyers—the transatlantic shipping lines—are becoming solid customers for Fresh Fancy eggs. Several major American lines have switched over to this type of egg in recent years: United States Lines, Moore-McCormack Lines, American Export Lines and Grace Lines. All are enthusiastic about Fresh Fancy eggs. Here are some typical comments:

David C. Baldwin, superintendent steward, United States Lines:

"We have been using Fresh Fancy eggs on our vessels since the inception of the program, and we are more than pleased with the results. We have had no complaints of any nature from our vessels during this time . . .

"I am fully convinced that this type of merchandising is the answer to most of the egg problems of the future. The reason that it has not taken hold any quicker on a much larger scale is due to the antiquated purchasing methods of some of the larger users. I feel the

program is foresighted and promising."

F. W. Schneider, American Export Lines:

"We have been purchasing Fresh Fancy Quality eggs for use in the first class dining rooms of our five passenger lines since late in 1959 . . . The control program represents a quality safeguard which we like to pass along to our passengers."

The purchasing officials of the two other steamship lines have expressed similar satisfaction with the program, noting "excellent quality" and "no complaints" either from passengers or crew since switching over to Fresh Fancy Quality eggs.

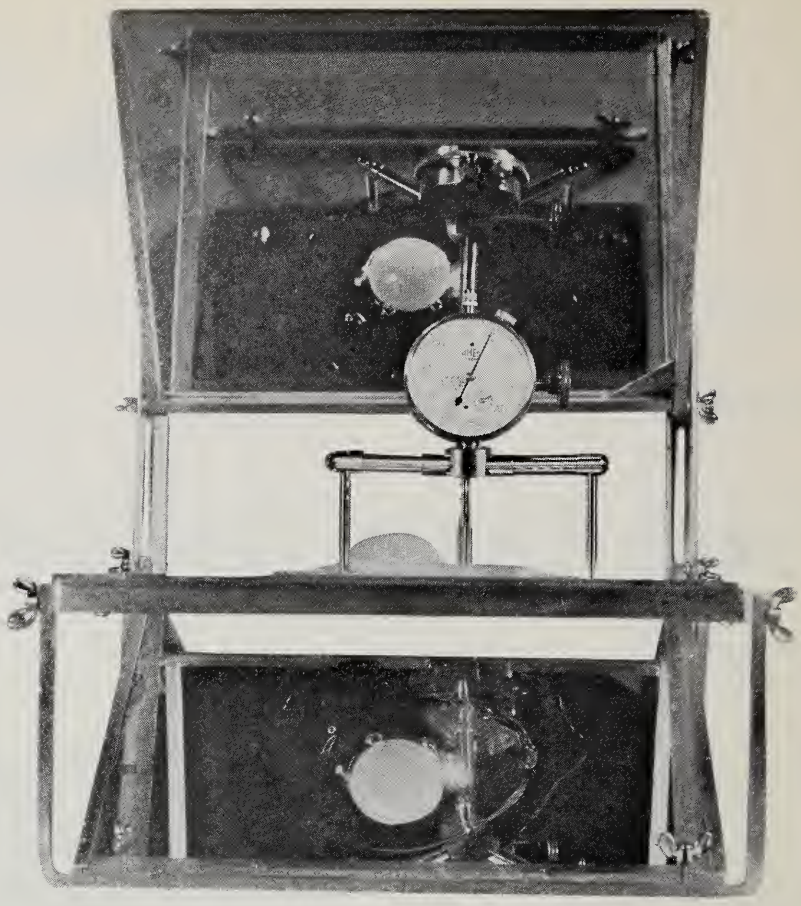
The program is in operation in about 45 egg plants in all parts of the country, and is steadily expanding, according to Robert Dorsett, in charge of shell egg grading for the grading branch of the Poultry Division, Agricultural Marketing Service.

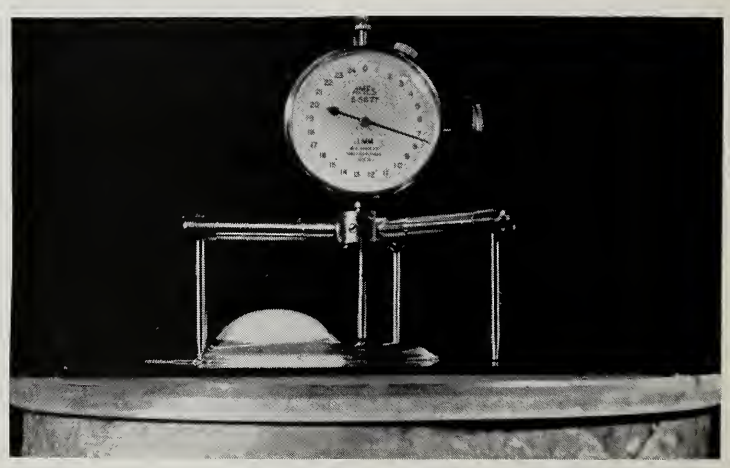
During 1962, nearly half a million cases were packed in this country under the Fresh Fancy label—well above the figure for 1961, Dorsett says. (There are 30 dozen eggs in a case).

More than a third of all the eggs packed under this program last year were in the State of Washington, about 4½ million dozen. Ohio had the next largest volume, 2,365,000 dozen. The Federal-State supervisor in Ohio reports that a big increase is in sight for next year, when 3 large organizations are slated to come under the program. This would increase Ohio's volume by nearly half a million cases—as many as the entire Nation's output under the label during 1962. A large addition to the program on the West Coast is anticipated soon.

Michigan plants packed a million dozen under the Fresh Fancy label last year, many of them in the Farm Bureau plant at Jenison. The volume for other states—Missouri, 1,353,000 dozen; Georgia, 842,000 dozen; New Jersey, 575,000 dozen; Indiana, 432,000 dozen; New York 355,000 dozen; North Carolina, 121,000 dozen; Illinois, 117,000 dozen. Participating plants are located in 20 States. Producers who pack their own eggs as well as plants packing for hundreds of producers are under the program.

The procedure for enrolling under the Fresh Fancy program is simple, but strict. Each step helps insure consistent high quality. The eggs are all remarkably uniform, in all respects. This is very attractive to the consumer. It means repeat sales to the retailer.





Device used to measure the viscosity of the white or albumen. The gage reads the height of the albumen when the metal plunger is placed in contact with the albumen.

To qualify, the farmer must gather his eggs frequently, cool them immediately and hold them at a constant temperature of not above 60 degrees and at a relative humidity of about 70 percent. Farms must be surveyed to determine that they have adequate facilities to maintain strict quality control. Any cleaning or oiling of the shells must be done in an approved, sanitary manner. Eggs from each flock must be kept separated and all birds in a flock must be of the same age (within 60 days). The cases must be marked so the egg packing plant can identify eggs from each flock. The farmer's eggs must pass a special random sample break-out test of interior egg quality, which is repeated every week after his flock qualifies and is accepted, to make sure his quality stays up to the acceptable level.

The test includes a measurement of the amount of thick white known as the "Haugh unit"* test. In addition, all of the eggs must have yolks with a well-rounded appearance and reasonably uniform color.

The eggs must be kept at the prescribed temperature and humidity all through the market channels—enroute to the packing plant, during the packing operation, in the plant holding room, enroute to the retail store, and while on display in the store.

Government graders break out and test a sampling of eggs of each participating producer once a week, from each age flock. The sample is taken at the egg plant unless the farmer ships directly to the retail store, in which case the sample is taken at the farm.

All individual eggs which do not meet AA standards of quality for factors of shell texture and cleanliness, or which contain blood and meat spots must be removed from each producer's pack before the eggs may be cartoned and labeled. Egg size based on USDA standards, must be specified on the carton along with the proper grade label. It must also include the accompanying statement, "Produced and Marketed under Federal-State Quality Control Program".

To safeguard the high quality of eggs packed under the Fresh Fancy program, cartons must be marked with an expiration or "pull" date, which cannot be more than 10 days following the day the egg sample was tested by the Government grader. After that date, eggs must be removed from the labeled carton, or else the official grade mark must be obliterated.

Government graders are responsible for keeping records and making periodic checks of all flocks enrolled in the program, to make sure that all requirements for production and distribution are being met.

The Fresh Fancy program was designed and inaugurated to serve the changing needs of the egg industry and the public as a modern, rapid, efficient means of insuring high egg quality. It is especially well adapted to the newer mechanized methods of egg handling and packing, such as the flash or bulk candling machines, electronic blood spot detectors, and other new devices being tested or planned.

The program will not entirely displace the traditional egg grading program which uses candling to determine interior egg quality. This program has served the industry and the consumer well for some 40 years.

**The Haugh unit is a numerical value used to classify broken-out eggs by the height of albumen in millimeters, measured by a micrometer, in relation to the weight of the egg in ounces per dozen. The Haugh unit scale ranges 0 to 110. Fresh Fancy and AA quality eggs score 72 Haugh units or higher.*

Measuring the interior temperature of egg samples received from a producer enrolled in the AMS program designed to control the quality of eggs—the Fresh Fancy Quality Egg Program. Approximately four years old, the quality control program has proved successful in improving quality egg production and marketing and has won a firm place in today's modern egg industry. It has provided better assurance of continuous uniform high quality to the buyer and has helped many producers to upgrade their packs.

Standard Cotton For International Sales

When cotton is spun, the spinner must know exactly the type and quality of raw cotton being used.

The cotton staple length affects the speed of spinning and the economy of operations. The color of the cotton affects the color and quality of the finished cloth. The coarseness or fineness of the cotton fibers affects the strength and smoothness of the cloth.

In order to establish "standards" of quality to guarantee that American cotton will be the same over the entire world, the Agricultural Marketing Service, in cooperation with cotton industry representatives from this country and abroad, has set up universal standards for American cotton.

These international standards are reviewed every three years at the Universal Cotton Standards Conferences and are maintained in vaults at the U.S. Treasury to insure constantly accurate standards. Thousands of copies of these standards are prepared each year by the AMS Cotton Division and sent all over the world.

A Cotton Standards Meeting was held in Washington, this year to examine and approve key sets of the revised Universal Cotton Standards.

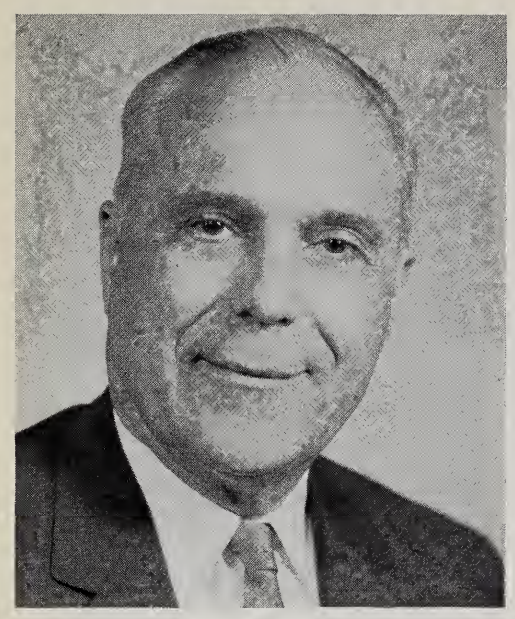
In addition to representatives of the U.S. Department of Agriculture and of producer, ginner, shipper, exchange and manufacturer groups in the U.S. cotton industry, representatives from 11 overseas associations and eight countries took part in the meeting.

Nations represented were England, Germany, France, Italy, Japan, The Netherlands, Poland and Spain.

This meeting was particularly important in that about 80 key sets of the revised Universal Cotton Standards were approved. These standards became effective June 15, 1963.

The revised standards were established at the Universal Conference in 1962, but under U.S. law did not become effective until this June. These standards were revised to reflect technological changes in harvesting and cleaning cotton, and must adequately reflect cotton quality.

These representatives of an overseas trade group, of producers, manufacturers, shippers, and AMS discuss international standards for cotton.



MR. MARKET QUALITY—

Wilbur T. Pentzer

FIFTY years of marketing services to farmers and consumers by USDA have helped expand markets for farm products, and provided fresher, better quality food to consumers. Much of the progress in reaching such goals has been the result of the marketing research of men like Wilbur T. Pentzer, a USDA research scientist for 37 years, and today the Director of the Market Quality Research Division in USDA's Agricultural Marketing Service.

In recognition of his work and "outstanding direction and leadership of a national research program on measurement, maintenance, and improvement in quality of agricultural commodities during storage, transportation, and marketing," Secretary of Agriculture Orville L. Freeman presented Bill Pentzer with a Distinguished Service Award, the USDA's highest honor, at the 1963 annual awards ceremony in Washington.

Mr. Pentzer's earliest research, the perfection of the sulphur dioxide treatment for preventing mold of grapes during storage, is an example of the multitude of improvements in marketing food that were to come: improvements in the length of the marketing season, packaging, control of postharvest diseases and disorders of fruits and vegetables, among many others. Later, Mr. Pentzer also pioneered in developing improvements in the refrigeration and air shipment of agricultural products.

When the USDA horticultural crops station at Fresno, Calif. opened in 1929, Mr. Pentzer was a logical choice to become its first leader. After 20 years of active research and leadership in Fresno, he was promoted to higher positions in Beltsville, Md., and Washington, D. C., and was selected as Division Director in 1959.

Although he is the author of over 75 articles, and has supervised the issuance of many more by his division, the one he's proudest of is research published in Agriculture Handbook No. 66, a virtual bible on commercial storage of fruits, vegetables, and florist and nursery stock. The food industry has depended on this information for years, and the book is kept up to date to reflect the latest improvements—many of which are a result of research conducted in his division. The cold storage and refrigeration industries use this handbook as a basis for industrial standards. It has become a basic reference in Europe, as well.

His division also does research on meat, poultry, dairy and grain products.

GEORGE E. GAUS

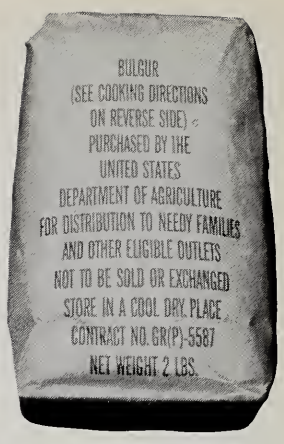
A FIFTY-YEAR VETERAN IN MARKETING RESEARCH

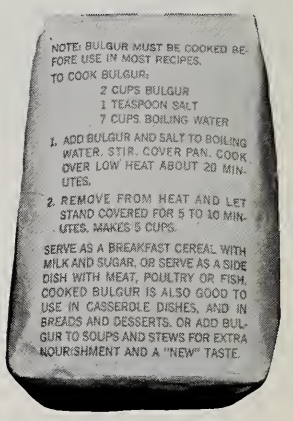
George Gaus' work aids growers, consumers, and cotton industry.

As the United States Department of Agriculture this year celebrates its 50th anniversary of marketing, George E. Gaus, of the Agricultural Marketing Service, celebrates his 50th year of marketing research in the USDA, including two years' military service. In carrying out some of the USDA's earliest marketing research, Mr. Gaus and his associates over a period of years developed improvements in handling cotton that have led to 24 public service patents held in his name for the benefit of growers, consumers, and the entire cotton industry.

Among these is an automatic device for sampling cotton bales during processing which has resulted in saving several million dollars a year in marketing costs for cotton. Beginning at a salary of $720 a year in 1913, Mr. Gaus today helps plan and direct some of the most important AMS marketing research directed at developing improved equipment and techniques in measuring, testing, and evaluating cotton and cotton products.

Bulgur, a dried whole-wheat food, can be served with meat, poultry, fish; used as a cereal; and combined in casseroles.





New Product May Help Expand Markets For U.S. Wheat

THE U.S. Department of Agriculture has taken Biblical agricultural knowledge and combined it with modern food processing and marketing methods to come up with a product which might help expand domestic and foreign markets for American wheat.

The product is *bulgur,* a dried whole-wheat food similar to rice, which was made as far back as Old Testament times. In those days the whole kernels of wheat were washed, cleaned, boiled in open pots, spread in the sun to dry and finally cracked with rocks. Biblical housewives used bulgur in making bread and meat dishes.

From those times to the 20th century, bulgur was prepared using much the same time-consuming process. In the 1950's the Agricultural Research Service in cooperation with a commercial flour mill developed a new process. This process carries out the steps of washing, soaking, cooking, drying, milling and cracking the wheat in a continuous operation.

Processed by the new method, bulgur becomes a highly versatile food. With a toasty appearance and a nutty flavor, it can be served as a side dish with meat, poultry, or fish; combined in casseroles, meatloaf, or stuffing; used as a cereal; and, as an ingredient for rolls and pancakes.

Using direct distribution and school lunch channels, USDA's Agricultural Marketing Service this spring launched an experimental program to find out whether bulgur can effectively provide additional nutrition for school children and needy persons.

The Bulgur Wheat Pilot Program is being conducted in 29 States, where the product was donated by USDA, and offered to schools, charitable institutions and to needy families.

USDA started the pilot program in response to a request by the Kansas Wheat Commission. In cooperation with the Commission, bulgur recipes were demonstrated in Denver, San Francisco, Chicago, Atlanta, Philadelphia and Shrewsbury, Mass.—to school lunch directors, school lunch personnel, nutritionists and home demonstration agents.

USDA has developed recipes for bulgur in cheese casseroles, barbecued beef, meat loaf, pork salad, bread and baked custard. It has also developed instructions for the use of cracked wheat bulgur as a cereal or side dish.

Until 1961, sales of bulgur in the U.S. were limited to specialty shops, gourmet counters, and neighborhoods with large Armenian populations.

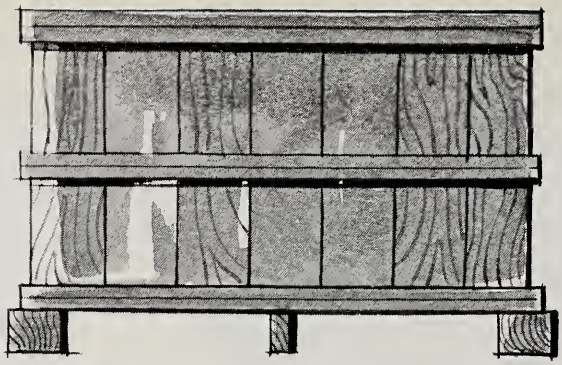
In 1961, using a patented USDA canning and cooking process, bulgur was marketed in cooked and canned form under the name of Rediwheat in Kansas, Missouri, and Colorado.

In Wichita, Kansas, the product was market tested by USDA's Economic Research and Statistical Reporting Services. Most of the homemakers interviewed said they used the canned bulgur in meat loaf, meatballs, or as a breakfast food. Nearly three-fourths of them said they intended to use it regularly in the future.

However, canned, cooked bulgur is not as yet being produced and marketed elsewhere.

USDA has even sent bulgur abroad in an effort to open markets for it in the newly developing nations. In 1961, 50 million pounds of bulgur was shipped to countries in Asia, Africa and Latin America in a pilot program for donation to the needy. Local citizens worked with USDA nutritionists to develop ways of using bulgur in native dishes. The recipients liked it, and by June 30 of this year more than 280 million pounds of bulgur will have been shipped to these countries.

The versatility of bulgur, the inexpensiveness of the new process, and the promotion of the bulgur by USDA, the Kansas Wheat Commission, and the food trade may open new markets for its use in the United States and abroad.

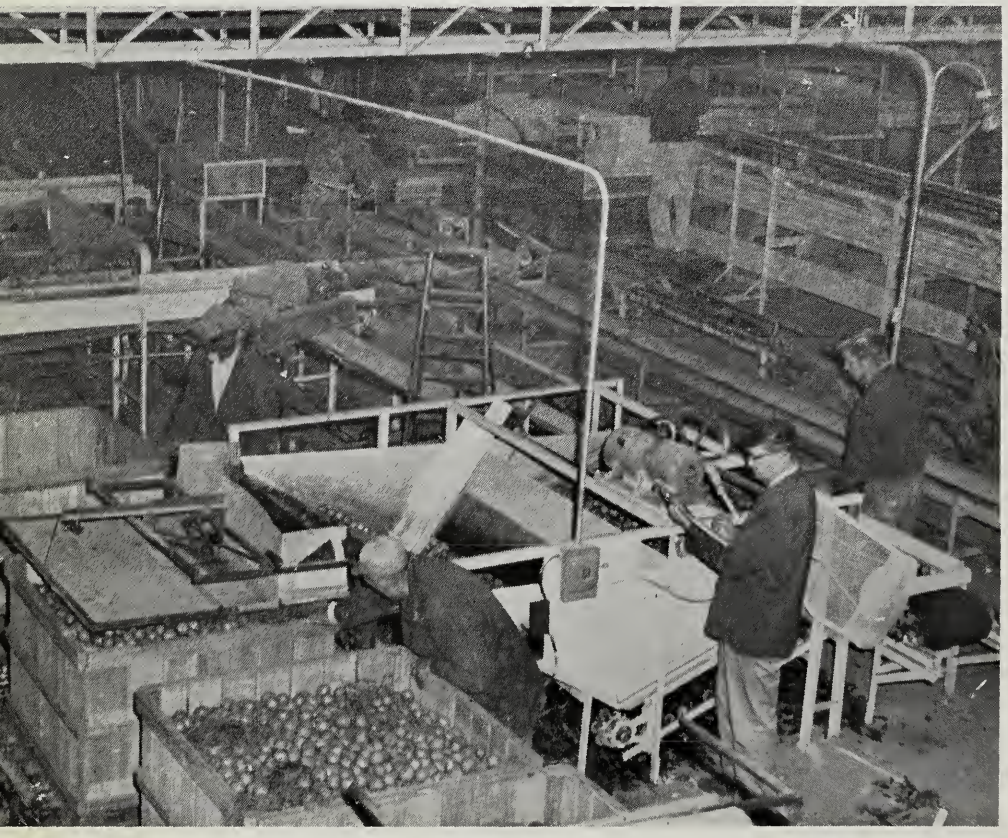


CONTROLLING COMMODITY FLOW FROM

Pallet Boxes

Packinghouses using pallet boxes in their operations can benefit from new equipment recently developed by marketing researchers in USDA's Agricultural Marketing Service.

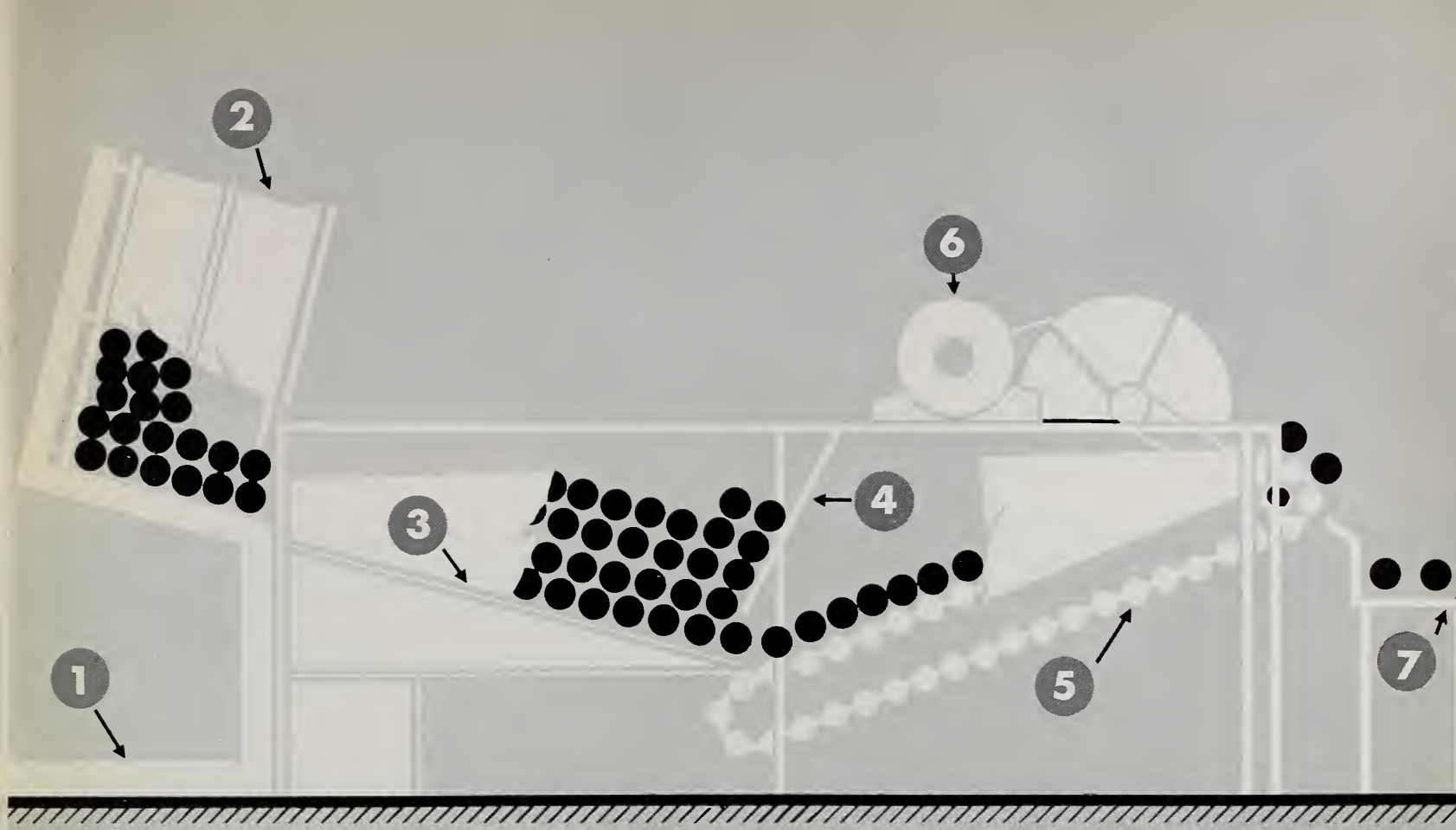
By Gilbert E. Yost



If packinghouse operators ever have nightmares, they probably dream about an overwhelming flood of potatoes, oranges, lemons or grapefruit rolling pell mell down their packing lines, with no way of stopping or controlling the deluge. Even unexplainable quirks in the packinghouse equipment are unlikely to cause such a gargantuan nightmare. But some packinghouses are faced with troublesome smaller surges when they use pallet boxes in their operation.

The flow of fruit is easily controlled with equipment used for operations with standard field boxes. But equipment is still being perfected for use in packinghouses using pallet boxes, which dump up to 1,000 pounds of oranges per box—10 times more than the standard field box contains. This surge of fruit places a heavy strain on workers and equipment, and the uneven flow can result in periods of near-idleness and below-capacity use of equipment. Some potato packinghouses have the same problems.

These problems can be overcome with equipment recently developed by



1 PALLET BOX DUMPER
2 PALLET BOX
3 ACCUMULATOR WITH TRASH ELIMINATOR BOTTOM
4 ADJUSTABLE CONTROL GATE
5 ROLLER CONVEYOR
6 VARIABLE SPEED MOTOR
7 PACKING LINE CONVEYOR

marketing researchers in USDA's Agricultural Marketing Service. The equipment gave a good performance when tested in a commercial packinghouse in Florida. Although it was tested only with oranges, its advantages could be applied in other regions for citrus, for potatoes, and perhaps for other commodities handled in pallet boxes.

The flow regulator is not difficult to set up, since it uses equipment available from a number of manufacturers, or which could be easily constructed. Equipment includes a dumper to unload the boxes into a bin, which serves as a reservoir, or accumulator for a surge quantity of fruit, and a conveyor between the bin and the packing line.

When the pallet box reaches the bin, it slides on a dumper, and a hinged cover closes over the top of the box. The cover keeps the fruit from rolling over the sides of the bin onto the floor when the pallet box is lifted and dumped. The hinged opening on the lid is adjustable to control the flow of fruit into the bin.

One side of the bin can be raised and lowered like a gate or an ordinary window. When this gate is lifted to a pre-set level, the fruit flows out of the bin in a single layer onto a conveyor leading to the packing line. The gate guards against an excess flow in bunches or double layers. The speed of the conveyor can be regulated to control the flow of fruit to the packing line.

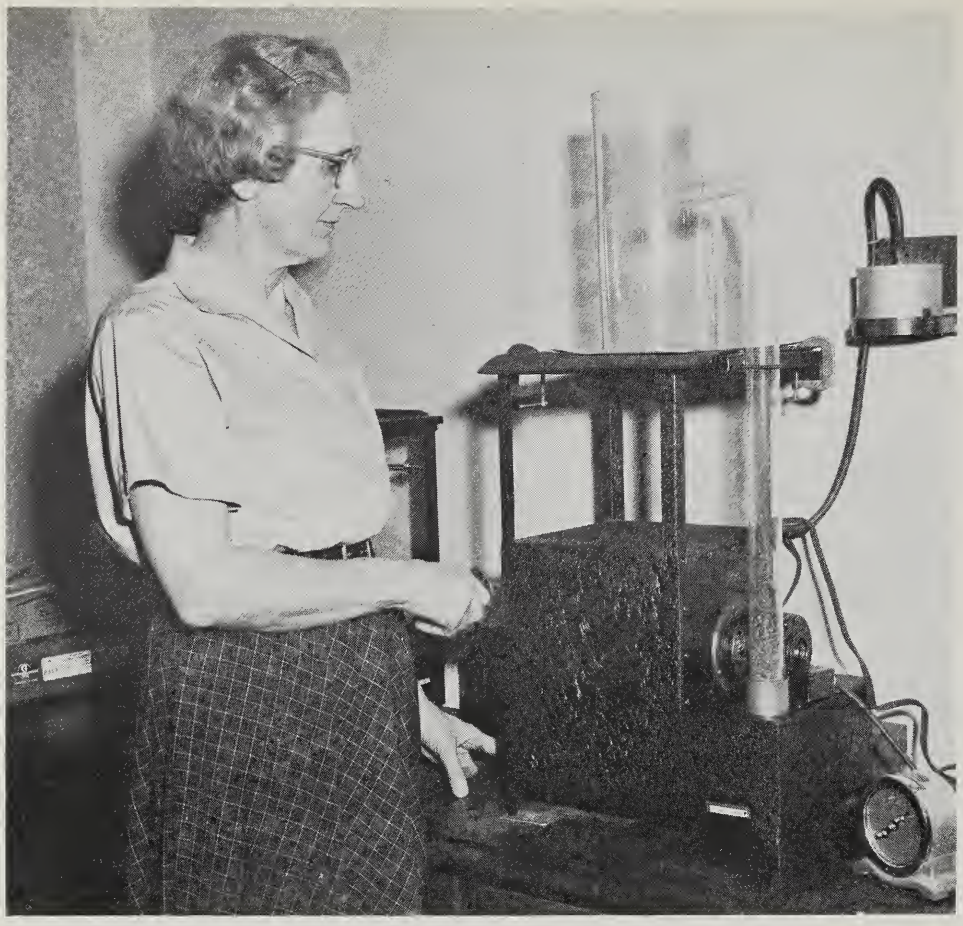
Flow control is thereby maintained at three points in the system: In the bin, where the bulk of the surge of fruit is held until the packing line can handle it; at the flow regulator gate, to control the quantity of fruit that flows from the bin; and at the variable-speed conveyor leading from bin to packing line.

Another advantage of the AMS unit is its provision for removal of leaves and other trash before they reach the packing line. This feature reduces the time needed for repair and cleaning of the line. The trash falls through the bottom of the bin when the fruit is dumped out of the pallet box. The bottom of the bin is made of ¾-inch pipe, with ½-inch spaces between each pipe, allowing debris to pass through.

In addition to the AMS unit, marketing researchers found similar merits in some other versions of flow regulators used by some packinghouses. One uses a 15-foot-long chute about 4 feet wide, in place of a bin. Another uses a water tank instead of a bin, with the fruit lifted from the tank by a slat type, variable speed conveyor. And a third packinghouse controls surges with a flat, wide belt instead of a bin. The belt is moved with a variable speed motor, and the fruit is swept off the belt in a single layer with a special wipe-off mechanism. Each of these variations can supply a steady flow to the packing line.

For satisfactory performance with any system, marketing researchers recommend that the bin, or other reservoir for accumulating the surge of fruit be big enough to hold at least 1½ pallet box loads of fruit.

The author is a staff member of the Transportation and Facilities Research Division, AMS, and is stationed at Gainesville, Fla.



Albina F. Musil, author of the new handbook, "Identification of Crop and Weed Seeds," is shown operating an air blast separator. This instrument is used prior to identification to separate inert material from the seed sample. Analysts identify all seeds, both crop and weed, found in a sample.

Identifying Crop And Weed Seeds

WHAT is described as the most complete handbook ever prepared in the United States to aid in identification of crop and weed seeds has been issued by the U.S. Department of Agriculture.

Its author is Albina F. Musil, one of the world's foremost authorities on seed identification.

It is especially useful to the private, State, or Federal seed technologist whose job is to examine seeds and make important decisions from their appearance alone. Such decisions are necessary for *accurate* identification and, consequently, the correct labeling of seed moving in commercial marketing channels.

The handbook is also a guide for those who work in biological sciences related to agriculture, where a knowledge of seed appearance is important.

Seed identification is a specialized field of botany that has been developed to meet the problem of labeling agricultural and vegetable seeds. Most papers that have been published on the identification of seeds have been limited in scope.

However, the new handbook by Miss Musil is a storehouse of information on seeds. Its contents are the results of several years of teaching seed identification in seed testing schools conducted by AMS, in cooperation with the States, for seed technologists from both the United States and Canada.

Between 1951 and 1962, when she retired from the Seed Branch of the AMS Grain Division, Miss Musil taught about 50 such seed schools, attended by some 500 seed technologists. Many of the seed keys and much of the other study material have been incorporated into the new handbook.

The handbook describes seeds of 144 genera and 607 species. It contains descriptive keys and illustrations of seeds of many of the Nation's agricultural crops and the weed species that may occur as contaminants with crop seeds.

The proverb, "One picture is worth ten thousand words," is especially applicable in identifying seeds. With this in mind, Miss Musil has included a great many detailed illustrations in the handbook. Many—considered "classics" by seed workers—were drawn by the late F. H. Hillman, a pioneer in

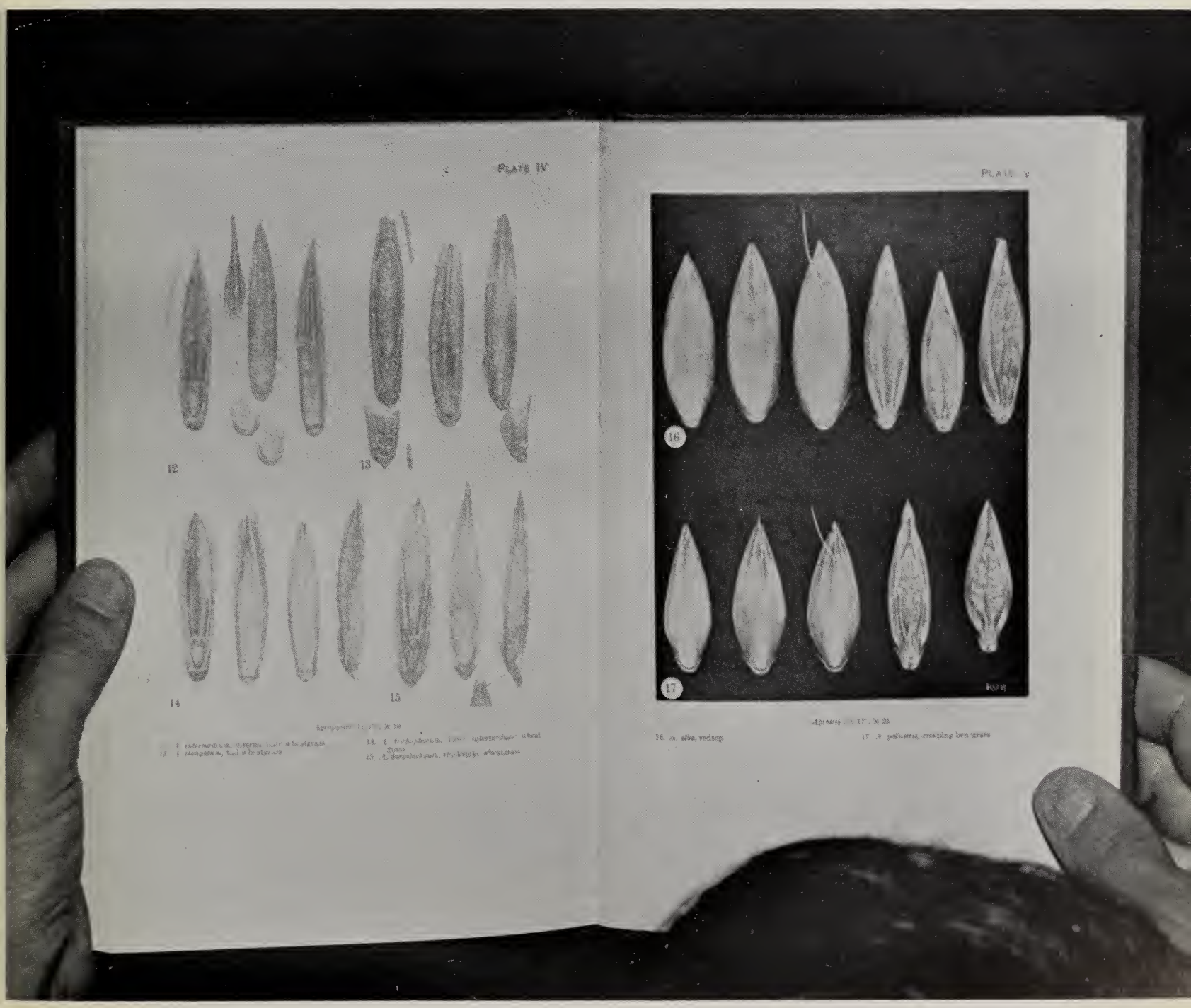
the field of seed research who served in USDA's Seed Laboratory from 1901 to 1933. Others were drawn by the late Helen H. Henry, formerly on the staff of the Seed Laboratory, and still others, by Regina O. Hughes, of USDA's Agricultural Research Service.

Miss Musil has shared her knowledge of seeds with seed technologists throughout the world. In 1959 she taught a seed testing school at Chillan, Chile. The school was sponsored by the International Cooperation Administration and was attended by 32 students from Central and South America. She has also identified for technologists throughout the world, seeds which other workers in the field could not identify. Many species of seeds she has been called upon to identify are only minutely different from others—differences not readily apparent to the average experienced analyst.

The new handbook is designed as an aid to the efficiency of and effectiveness of the marketing service performed by the widespread network of seed officials whose task is to assure good seed—a basic, vital function in which AMS's Grain Division teams up with State departments of agriculture and other State seed law agencies to enforce the Federal Seed Act.

The publication, "Identification of Crop and Weed Seeds," Agriculture Handbook No. 219, is available at $2.00 a copy from the Superintendent of Documents, Government Printing Office, Washington 25, D. C.

A reader examines two of the 200-odd pages of the book which identifies various species of seeds, many of which are only minutely different from others—differences not readily apparent to the average experienced analyst.



CHANGING MARKET

Market News Hookups

THE U.S. Department of Agriculture recently obtained comments on a new service it is considering, which would permit newspapers, radio and television stations, commercial firms, cooperatives, and other interested persons to obtain direct hook-ups with USDA's market news teletypewriter circuits.

A leased wire network of more than 19,000 miles connects the USDA and Federal-State market reporters who gather market news regularly at more than 200 permanent and seasonal markets and producing areas. Trading is reported on markets for cotton, fruits, vegetables, dairy and poultry products, livestock, grain, tobacco, and other agricultural commodities.

The reports of market supplies, demand, activity, prices, and trends are furnished to newspapers, radio and television stations, and are released by bulletin boards and telephone. They also are transmitted immediately on the nationwide network of teletype-circuits.

The development of modern communications equipment, with sequential selector systems, has now made it possible to connect receiving machines to USDA's market news circuits. USDA's Agricultural Marketing Service, therefore, is considering permitting such connections, and has asked for comments from interested persons or organizations.

To receive such service, the persons, firms, or groups would pay the rental cost of the receiving machines, making payment directly to the telephone company. They would also pay line mileage rates, and installation costs. At present tariff rates, the cost for each "drop" would be about $80 for equipment rental per month, plus from about 65 to 82 cents per mile for line charges from the nearest leased wire station on the circuit.

All contracts for the service would be between the subscriber and the telephone company, subject to approval by USDA.

The new service, therefore, would enable marketers anywhere in the country to receive available market reports in which they are interested. A producer cooperative association, for example, could receive market reports of interest to its members as soon as the information is available from the markets or from producing areas. The new service would make market news of even greater value to its users, by speeding up its dissemination and widening the area to which it is disseminated.

Interested persons were asked to submit their views in writing to AMS by June 15.

Cooling Vegetables

RATES at which different vegetables cool during 25 to 30 minutes of vacuum precooling are reported in a marketing research report issued recently by the U.S. Department of Agriculture.

Final temperatures of the vegetables, after precooling, varied widely, researchers for USDA's Agricultural Marketing Service found. They ranged from about 35 degrees for leafy vegetables such as lettuce and green onions to about 60 or 65 degrees for zucchini squash and whole potatoes, with only small reductions in temperature of the last two. Wetting before cooling was beneficial for many vegetables.

These findings are expected to guide the industry in deciding which vegetables to precool by vacuum in efforts to maintain quality of foods through marketing channels to the consumer.

A copy of the report, "Vacuum Precooling—a Comparison of Cooling of Different Vegetables," Marketing Research Report No. 600, may be obtained from the Office of Information, U.S. Department of Agriculture, Washington 25, D.C.

Wheat Loan Tests

GROWERS and marketers of wheat will be interested in a change that is to be made in operation of the price support program for the 1963 crop.

This year, both the sedimentation test and the protein test will be used to compute premiums and discounts for hard red winter, hard red spring, and hard white wheat.

For 1962-crop loans, the sedimentation value was used to determine premiums and discounts. But for the 1963-crop—to provide more information on wheat quality—both the sedimentation test and the protein test will be used.

This change to joint use of the two tests does not reflect any change in USDA's view of the value of the sedimentation test as a means of measuring bread-baking quality. Premiums based on a combination of the two tests will give a more complete re-

- AMS Considering Hookups to Marke t News Service
- Cooling Rates of Vegetables Under Vacuum Measured
- Sedimentation and Protein Tests to be Used Jointly for Wheat Loans
- Milestones in Marketing in USDA

flection of wheat quality than premiums based on only one of the two tests.

In figuring the loan, a grower will combine the premium and discount values that result from the two tests. Suppose, for example, that his wheat has a sedimentation value of 51 to 52, and a protein content of 10.5 to 10.9 percent. Sedimentation of that value rates a premium of 5 cents. Protein of that percentage takes a 1 cent discount. Add the 5 cents, deduct the 1 cent—and he gets a premium of 4 cents a bushel.

MILESTONES IN MARKETING

in the U.S. Department of Agriculture

A chronological listing of the steps taken by the Federal Government in the last 50 years to help improve agricultural marketing was published recently by the U.S. Department of Agriculture's Agricultural Marketing Service.

Entitled *Milestones in Marketing,* (AMS-500) the chronology records the major steps taken in grading, inspection and standardization to measure quality and assure wholesomeness of foods; in market news to provide information to farmers and others; in research on market quality, on transportation and facilities and on stored products insect control; in regulatory programs to help assure fair trading practices, proper labeling of seed, proper storage of farm commodities, and to maintain competition in the marketplace; and in food distribution programs to make our food abundance available to schools, institutions and the needy both at home and abroad.

Single copies of the publication may be obtained from the Marketing Information Division, AMS, USDA, Washington 25, D.C.

UNITED STATES GOVERNMENT PRINTING OFFICE
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OFFICIAL BUSINESS

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Timelier Market News On Fruits And Vegetables

THE best market news report in the world doesn't help you unless you have it when you need to make your marketing decisions.

Market news has to be released quickly—and the fruit and vegetable industry is getting its market news reports more quickly than ever these days because AMS' Fruit and Vegetable Market News Service is finding new ways to transmit its information faster and more efficiently.

The reports themselves are collected just as soon as the markets are established—even if this means the market news reporter has to get up at midnight or 2 a.m.

But it is sometimes a problem to transmit these reports across the country fast enough so that industry members in producing areas and in other terminal markets all over the country have the reports when they need them.

AMS operates 19,000 miles of leased teletype wires to carry market news reports all over the countryy. These lines have to carry a tremendous volume of market news on other commodities as well as fruits and vegetables. The total traffic is more than a million words a week.

As a result, market news reports can't always be transmitted as soon as they're prepared.

To minimize these slowdowns, AMS has just reorganized its main leased-wire network. In the past this network has been set up with Eastern, Central and Western circuits, and relay points between them. Now, it's set up along commodity lines, with the wires linking offices that have the same interests.

For instance, the old Central and Eastern circuits—each of which carried market news on all commodities—have been replaced by a Central Fruit and Vegetable network which carries only fruit and vegetable market news, and a Central General network that carries other commodity market news.

With the new network setup, the Fruit and Vegetable market newsmen were able to ask each terminal market office, "When can you have your reports ready?" and then schedule each one as soon as it was available. Louisville, for instance, now begins sending at 9:10 every morning. New York follows at 9:20, Philadelphia at 9:35, and so on down the line. At 11:30 there's a break so all offices can send in their reports of rail and truck arrivals. Then the other cities transmit their reports, with Washington, D.C. winding up at 12:45.

The afternoon is taken up mostly with sending less-critical unload information, auction markets, and special reports on such crops as peanuts and honey.

The result of the new system? All of the fruit and vegetable market news reports are now moving to the industry 30 minutes to an hour sooner than they used to. The important 16-cities report on truck receipts, rail arrivals and track holdings—which produce men use to judge the volume of available supplies in the markets—picked up over an hour. It used to be released from Washington between 1:30 and 2 o'clock in the afternoon. Now it moves at 12:30 p.m. or shortly after.

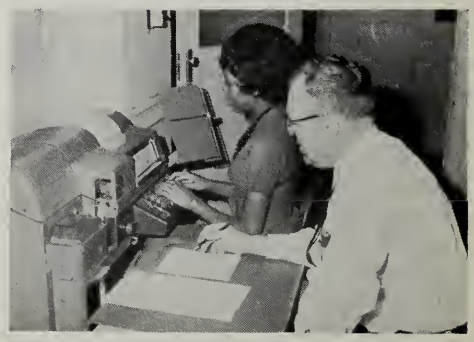
The market news men are making other moves, too, to make sure their information gets out as fast as possible.

One of the most important single reporting offices is the New York terminal market. This market sets the tone for trading in most shipping areas, especially in the South.

The New York report was getting to the Atlanta relay point too late for the news services to feed it to radio and TV stations for a noon broadcast—missing by about half an hour. The report couldn't be collected any earlier. How to pick up that half-hour?

The Fruit and Vegetable Market News Service solved the problem ingeniously. Now, instead of typing out the report on paper and taking it down to the leased wire room to have the teletype tape punched and the message sent, the market news men have installed a tape puncher right in the market news office. The reporter dictates his report to a secretary, who types it out on the puncher instead of a typewriter. Then it's ready for transmission immediately—saving the vital half hour.

These are just examples of the efforts that AMS' market newsmen make to get market news to the people who need it, when they need it.

More changes will come in the future. Already plans are being laid to make the leased wire system even more efficient.

Then . . . and Now